

HERITAGE[®]

DISTILLING CO

BRAND GUIDELINES

April 2020
V.01



BRAND GUIDELINES

LOGO

WORDMARK

The Heritage wordmark is the primary branding element and the preferred logo for most applications.

Clearspace: Always maintain a minimum clearspace distance of at least 1/2 of the overall logo height.

Minimum Size: The minimum size the Heritage wordmark may be used is .3125 inches tall for print applications and 22 pixels tall for digital applications.

CLEARSPACE



MINIMUM SIZE



BRAND GUIDELINES

LOGO

MONOGRAM & ICON

MONOGRAM

The monogram is the primary supplemental branding element and is to be used as consistently as the primary wordmark but independently (unless used in the form of an approved lockup.)

Clearspace: Always maintain a minimum clearspace distance of at least 1/4 of the overall logo height.

Minimum Size: The minimum size the monogram may be used is .3125 inches tall for print applications and 22 pixels tall for digital applications.

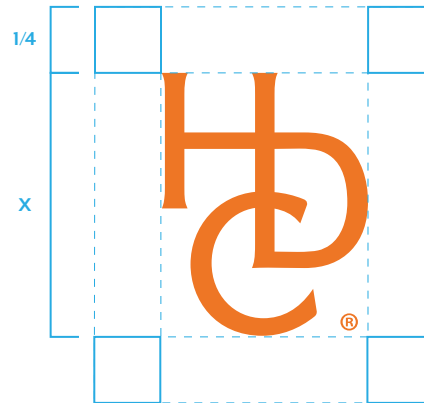
ICON

The icon is a secondary supplemental branding element and is to be used more heavily for apparel and merchandise items.

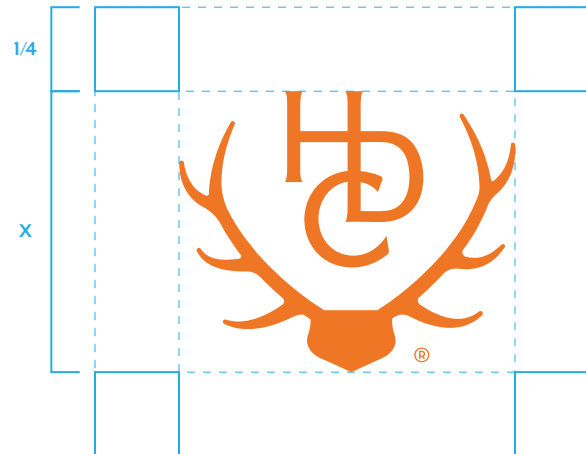
Clearspace: Always maintain a minimum clearspace distance of at least 1/4 of the overall logo height.

Minimum Size: The minimum size the icon may be used is .3125 inches tall for print applications and 22 pixels tall for digital applications.

CLEARSPACE



MINIMUM SIZE



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USAGE

In order to maintain consistency and preserve overall brand integrity, do not attempt to redraw or recreate any element of the wordmark. Use only the approved digital files of the artwork to make sure the wordmark appears as consistently as possible throughout all communications. The following examples demonstrate a few ways we don't want the wordmark to appear.

**DON'T WARP, STRETCH OR SHEAR
OR ROTATE THE WORDMARK**

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**DON'T ADD A STROKE OR CHANGE
THE COLOR FILL OF THE WORDMARK**

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DISTILLING CO~~

**DON'T CROP, REARRANGE OR DELETE
ANY PART OF THE WORDMARK**

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**DON'T STYLIZE THE WORDMARK WITH EFFECTS SUCH AS
DROP SHADOW, GLOW, OR OTHER TECHNIQUES.**

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**IF USING A LIGHT BACKGROUND OR LIGHT PHOTO:
USE ORANGE, GRAY OR BLACK WORDMARK**

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**IF USING A COLOR BACKGROUND OR DARKER PHOTO:
USE ORANGE OR WHITE WORDMARK**

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COLOR PALETTE

The primary color palette for the Heritage brand consists of Heritage Orange, White, Black, and Heritage Gray. The logo and accompanying graphics should possess no more than one of these at any time in order to maintain overall brand integrity.

Primary color combination is Heritage Orange and White. This should be used as frequently as possible for all print/digital advertising, facility or fabricated signage, and event related materials. When using Black or Heritage Gray as the primary color, White should be used as the secondary rather than Heritage Orange.

HERITAGE ORANGE

PMS: 158 C CMYK: 0/62/95/0
HEX #E87722 RGB: 232/119/34

WHITE

PMS: N/A CMYK: 0/0/0/0
HEX #FFFFFF RGB: 255/255/255

SHADOW BLACK

PMS: BLACK 3C CMYK: 67/44/67/95
HEX #212721 RGB: 33/39/33

HERITAGE GRAY

PMS: 447 C CMYK: 50/30/40/90
HEX #373A36 RGB: 55/58/54



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TYPOGRAPHY

PRIMARY

The primary typeface of the Heritage brand is Cenzo Flare. Suggested for use in most headline branding applications where best appropriate.

SUBHEADING

The secondary font of the Heritage brand is Rift Demi. Suggested for use in subheadings or instances with small levels of supporting text.

BODY

The tertiary font of the Heritage brand is Mr Eaves (primarily XL Mod OT). Suggested for use in all body copy with larger levels of text and paragraph format.

PRIMARY

CENZO FLARE - BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

CENZO FLARE - MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

SUBHEADING

RIFT DEMI

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

BODY

MR EAVES - XL MOD OT REG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MR EAVES - XL MOD OT REG ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

MR EAVES - XL MOD OT REG BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**